

ABSTRACT OF THE DISCLOSURE

**INTERFACE AND SYSTEM FOR PROVIDING PERSISTENT CONTEXTUAL
RELEVANCE FOR COMMERCE ACTIVITIES IN A NETWORKED ENVIRONMENT**

5 A search and recommendation system employs the preferences and profiles of individual
users and groups within a community of users, as well as information derived from categorically
organized content pointers, to augment electronic commerce related searches, re-rank search results,
and provide recommendations for commerce related objects based on an initial subject-matter query
and an interaction history of a user. The search and recommendation system operates in the context
of a content pointer manager, which stores individual users' content pointers (some of which may be
10 published or shared for group use) on a centralized content pointer database connected to a network.
The shared content pointer manager is implemented as a distributed program, portions of which
operate on users' terminals and other portions of which operate on the centralized content pointer
database. A user's content pointers are organized in accordance with a local topical categorical
hierarchy. The hierarchical organization is used to define a relevance context within which returned
15 objects are evaluated and ordered.